

Really
Leila

Social Media Strategy Template

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REALLYLEILA

Research landscape

(Look to [ReallyLeila](#) for helpful questions)

1.) Insight into the company

- a. Who are they? What type of company? What type of products?
- b. What is their mission and vision?
- c. What is their social media presence like? Chart.
- d. What other media channels do they use for marketing?

2.) Target audience

- a. Define the target audience
- b. Demographics, Psychographics, Segmentation
- c. [Groundswell Tool](#)
- d. COBRA typology to explain target
- e. What social media sites are they using?
- f. What do they talk about (keywords)?
- g. Does the target audience interact on social media? If so, what is their sentiment?

3.) Influencers and Competition

- a. Who are the Influencers in the industry (5+)?
- b. Who are their direct competitors (2-3)?
- c. What applications are the Influencers and Competitors using?
- d. What is the community size and engagement of each social media application for competitors and Influencers?
- e. What type of content do they write about?
- f. What is the target audience's sentiment to the brand?
- g. What is the frequency of posts?

h. Is there a void or opportunity that your brand can fill?

4.) Goals

a. What does your brand envision as a successful social media strategy?

b. What opportunities does the brand have on social media?

5.) Objectives

a. Define overall SMART objectives for the whole campaign

6.) Message

a. Define the message/brand image the company should create based on target audience for entire strategy

7.) Analytics

a. Analyze the brand's current social media landscape

b. Engagement on each application

c. Community on each application

Social Media Marketing Plan

(Should be done for each tool)

- 8.) Application (i.e. Microblog)
- 9.) Objectives for application- SMART
- 10.) Timing best times to post
 - a. Can discover either through industry reports on social media (General)
 - b. Or through applications such as SocialBro (Specific)
- 11.) SMART objective for 6 mos, 12 mos, 2 year milestones which will help reach overall objectives and goal
 - a. How often should be posting at each milestone
 - b. This could change based on reaching initial objective
- 12.) Third Party Social media applications to use (i.e. Tweetdeck)
- 13.) Content that will be useful making the community knowledgeable about the product or service for each site- COBRA

Competitive Analysis

(For each competitor)

Competitor 1					
Klout Score:					
	Twitter	Facebook	Blog	Instagram	Google +
Target					
Content					
Engagement					
Community Size/Reach					
Themes					
Keywords					
Frequency					
Sentiment					
Voids?					
Opportunity					